

EXTRAORDINARY

Alexandria

Visit Alexandria

September 15, 2016

Alexandria City Academy

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Alexandria

Patricia Washington
President & CEO
Visit Alexandria

Patricia@VisitAlexVA.com

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Mission

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets

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Visit Alexandria supports the City by:

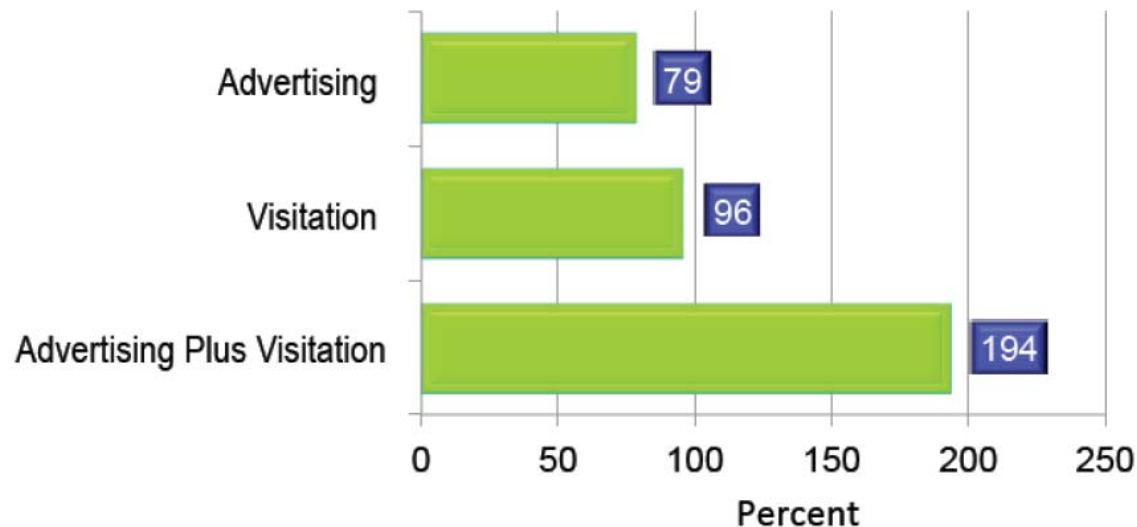
- Increasing the economic benefits of tourism
- Diversifying the tax base
- Lessening dependence on real estate taxes

“Halo Effect” of Tourism Marketing on Economic Development

“A Good Place to Start a Business”



% Image Lift Across Nine DMOs



Source: Longwoods Research, “Impact of Destination Campaigns on Economic Development”, 2015

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Organization

- A 501 (c)(6) *nonprofit*
- A *Membership* based organization
 - Over **300** members, including restaurants, shops, attractions, etc.
 - We assist our members with unique marketing opportunities, web and Visitors Guide promotion, sales leads, media coverage, etc.
- *Independent* of city government, but with significant *funding* from general tax revenues
- Works in alignment with city government and economic development partners

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Visit Alexandria Board of Governors

Representatives from the following categories:

- Hotel
- Retail
- Restaurant
- Association
- Attraction
- Historic Preservation
- City Manager's Designee (currently Deputy City Manager Emily Baker)
- Mayor's Designee (currently Vice Mayor Justin Wilson)
- Citizen At-Large

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What do we mean by marketing?



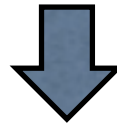
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Economic Impact of Tourism

3.53 million visitors per year

\$24 million in tax revenue generated



\$300 tax savings per household

6,171 jobs supported

Advertising ROI (2014 vs 2010)

\$130:1 ➡ \$171:1 Visitor Spending

\$4:1 ➡ \$6:1 City Tax Revenues

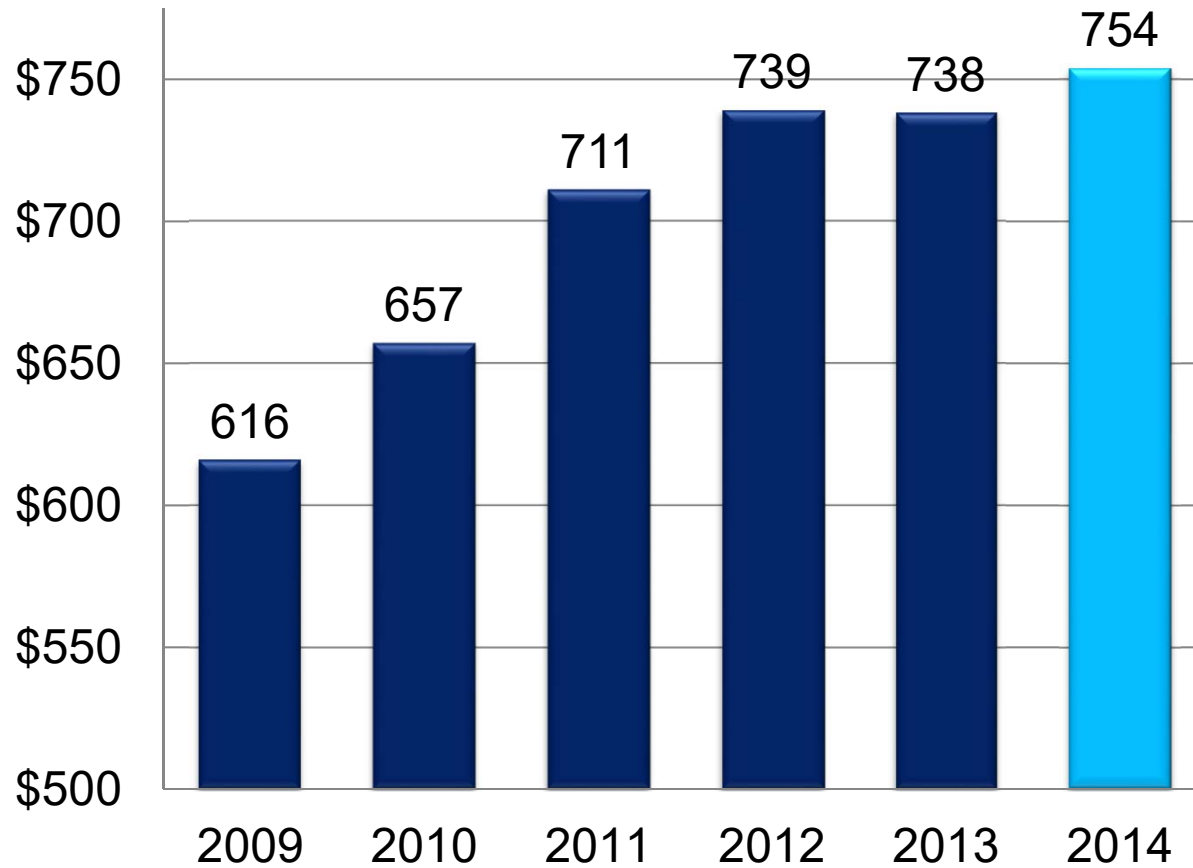
Sources: *2014 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation
2014 Advertising Effectiveness & ROI Study, Destination Analysts for ACVA

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

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Visitor Spending in Alexandria (millions \$)

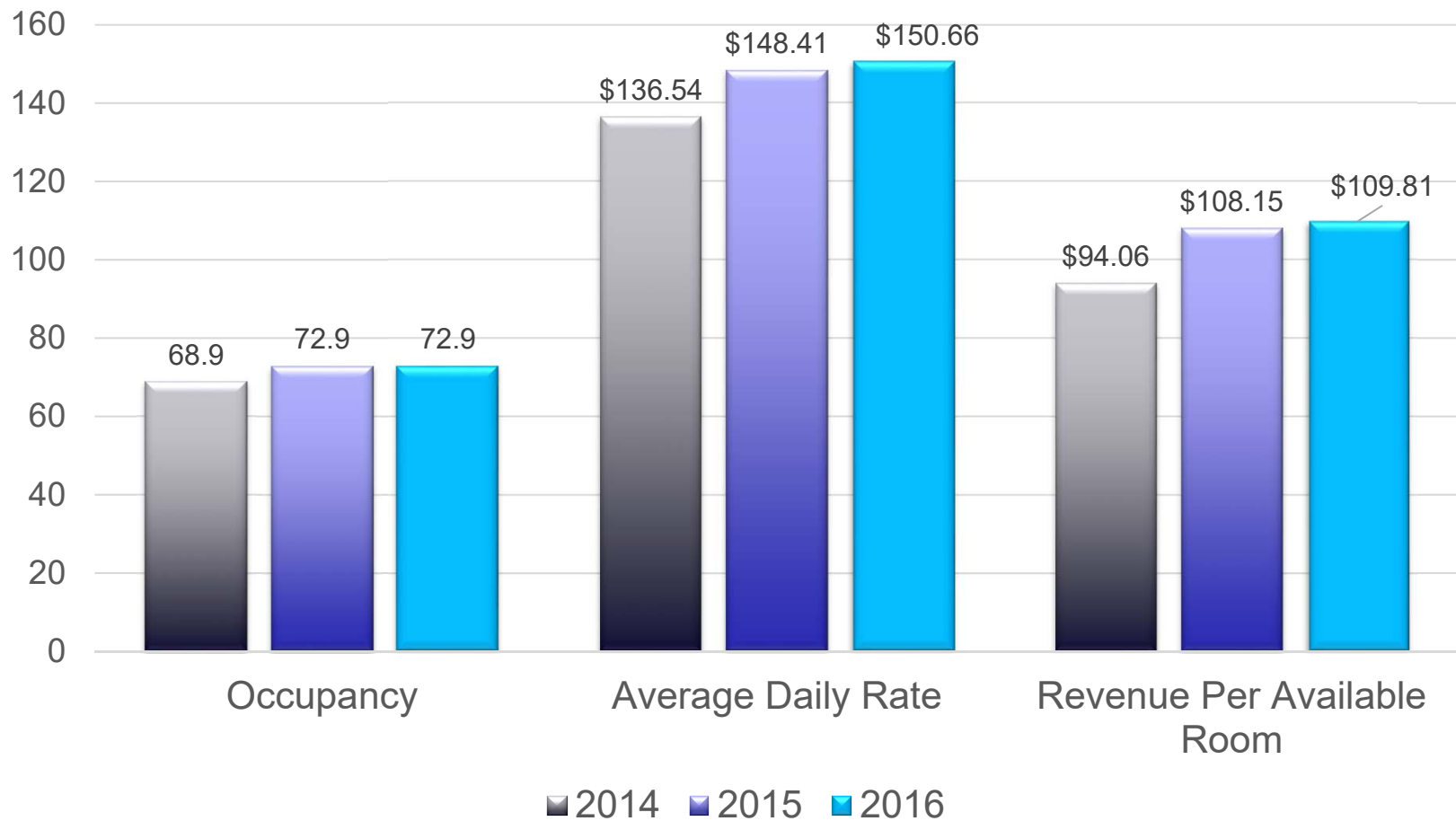


Source: 2014 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation

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FY 2014-2016 Alexandria Lodging Performance

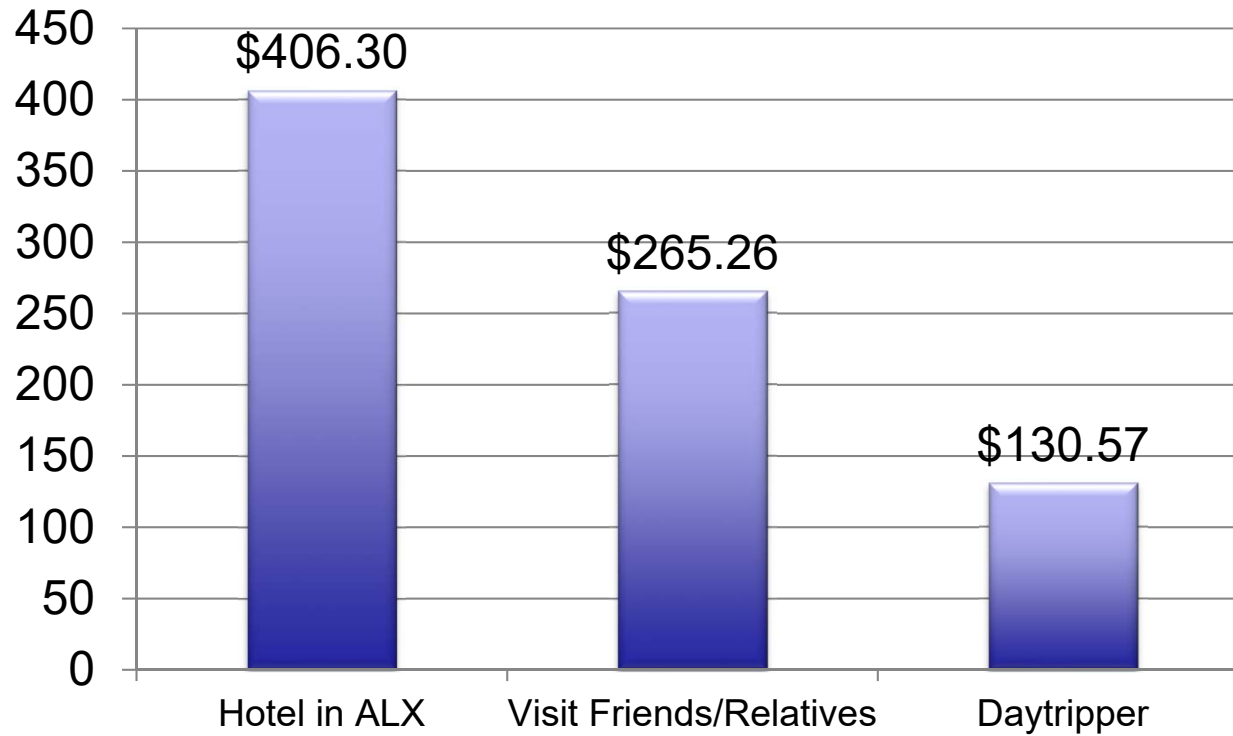


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Visitor Spending by Accommodation

Spending per trip



Source: 2014 Advertising Effectiveness & ROI Study, Destination Analysts for Visit Alexandria

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Visit Alexandria By The Numbers (FY16)

VisitAlexandriaVA.com

1.88 million visits (+22%)

Social Media

86,000 followers (+46%)

Meetings and Sales

\$4.8 million in group bookings through Visit Alexandria alone

Public Relations

923 total media stories generated

169 national/international stories

Top Reasons People Come to Alexandria

Question: Which of the following were **IMPORTANT** to your decision to make this visit to Alexandria, VA?

Alexandria's restaurants and food scene is a key tourism motivator.

Its proximity to DC and easy access are also key factors driving visitation.

	Total
Restaurants, cuisine, food scene	46.3%
Proximity to Washington, DC	40.2%
Easy to get to by car, train, plane	38.7%
Clean and safe	33.6%
Friends or family in the area	33.0%
Walkable and easy to get around (do not need a car)	31.4%
Waterfront location	30.5%
Overall ambiance and atmosphere	30.1%
Historic significance	28.9%
Well-preserved 18th and 19th century architecture	22.5%
Alexandria is family-friendly	20.9%
Unique shopping opportunities	19.1%
Alexandria is upscale	17.0%
Museums and historic sites	16.4%
Public parks and green spaces	15.6%
Alexandria is a good value	15.2%
Art galleries/studios and other visual arts	14.8%
Alexandria is uncontrived and authentic	14.1%
Alexandria is romantic	13.7%
Special event and/or festival	12.3%
Nightlife	10.5%
I got a good deal on hotel, attractions or other travel components	8.6%
Theater and/or other performing arts/concerts/live music	5.5%
Base	512

Source: 2014 Advertising Effectiveness & ROI Study, Destination Analysts for Visit Alexandria

Top Activities in Alexandria

Dining in restaurants is the most common visitor activity, followed by shopping, strolling King Street and the Waterfront.

Question: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip?

	Total
Dine in restaurants	59.8%
Shopping	42.4%
Stroll King Street ("Old Town")	41.8%
Visit the Waterfront	36.6%
Visit local friends/family	26.5%
Visit Alexandria's historic sites	21.0%
Torpedo factory Art Center	19.4%
Visit art gallery or antique / design store	17.8%
Visit Mount Vernon	16.2%
Take a history tour	10.9%
Attend a special event or festival	9.5%
Visit Del Ray neighborhood	7.9%
Boat Tour	6.9%
Birchmere Music Hall	6.7%
Bike Tour	6.5%
Participate in spa, yoga or other beauty / wellness activity	5.5%
Attend a business meeting	3.2%
Attend a conference	3.0%
Base	512

Source: 2014 Advertising Effectiveness & ROI Study, Destination Analysts for Visit Alexandria



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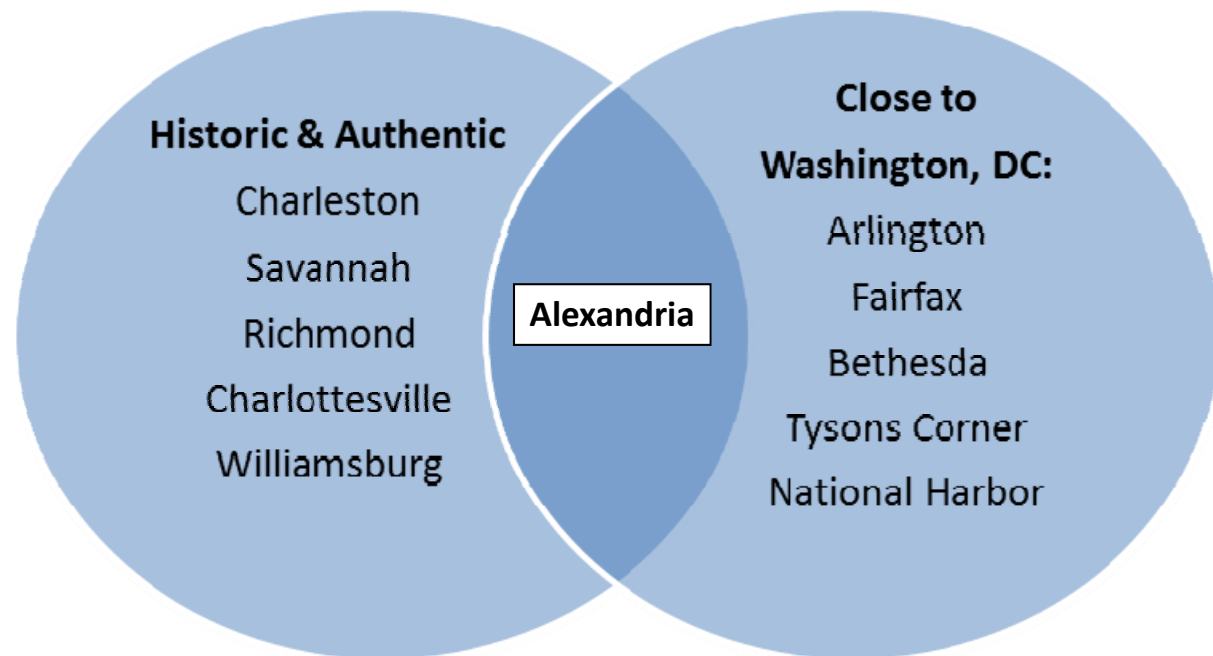
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Brand

Extraordinary Alexandria—Minutes from DC, Yet a World Away

Brand Attributes:

- Romantic
- Magical
- Walkable
- Surprising
- Personal
- Relaxed
- Dog-Friendly



Target Geographic Markets

Destination:

Raleigh / Durham
Roanoke
Richmond
Norfolk / Virginia Beach
Charlottesville

Regional:

DC Metropolitan Area

International:

Canada
Europe



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FY17 Destination Media Channels

YuMe

Instagram

PANDORA[®]

facebook

Southern Living[®]
Modern Life. Southern Style.

Taboola[™]

 **tripadvisor**

You Tube

Virginia 
is for Lovers[®]

 **PBS**

DESTINATION
DC

Google



FIDO *friendly*[®]
MAGAZINE *Leave no dog behind.* 

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FY17 Regional/Tourist-in-Market Media Channels

WASHINGTONIAN

 tripadvisor

Mount Vernon Gazette

Instagram

Alexandria  Times

destination
DC

The Washington Post

facebook



Google

THE WASHINGTON
Informer

where
MAGAZINE

OldTownCrier

Alexandria 
Gazette Packet

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THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



ALEXANDRIA RESTAURANT WEEK

More than 60 participating restaurants in Old Town, Del Ray and the West End

Minutes from DC yet A WORLD AWAY

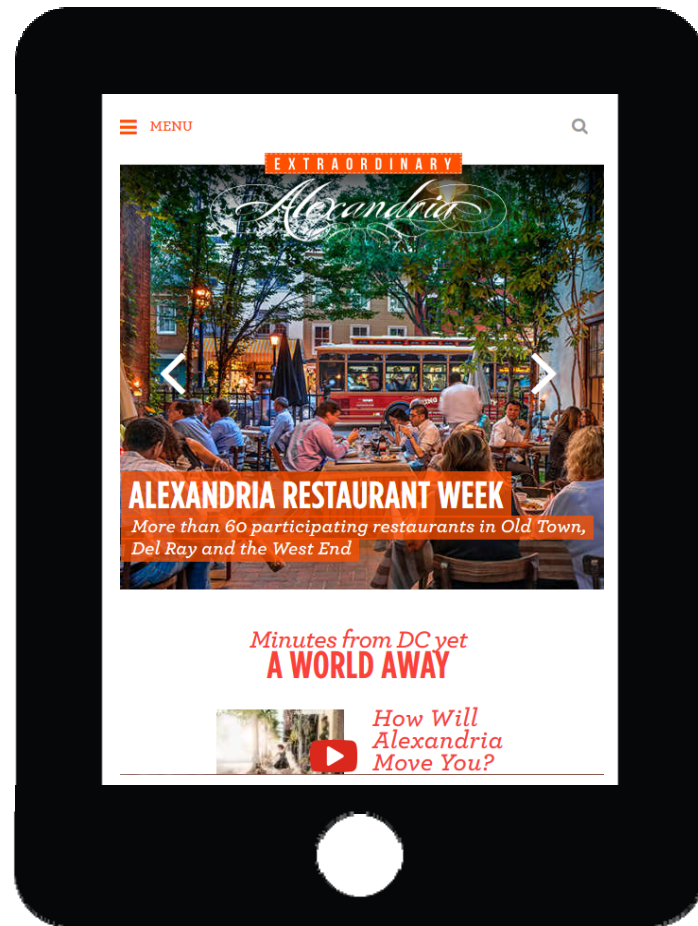
On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, chef-driven restaurants; a thriving boutique scene; vibrant arts and culture; and a welcoming, walkable lifestyle. Alexandria is



How Will Alexandria Move You?

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Alexandria



MENU



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ALEXANDRIA RESTAURANT WEEK

More than 60 participating restaurants in Old Town, Del Ray and the West End

Minutes from DC yet
A WORLD AWAY



How Will
Alexandria
Move You?

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☰ MENU



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**ALEXANDRIA RESTAURANT
WEEK**

*More than 60 participating restaurants
in Old Town, Del Ray and the West End*

Minutes from DC yet
A WORLD AWAY

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Visit Alexandria VA is on Facebook.

To connect with Visit Alexandria VA, sign up for Facebook today.

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Visit Alexandria VA
Tourist Information · Event Planning

Timeline About Photos Reviews More

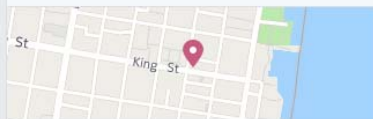
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PEOPLE



59,965 likes
954 visits

ABOUT



221 King St
Alexandria, Virginia

(703) 746-3301

<http://VisitAlexandriaVA.com/>



Visit Alexandria VA

February 29 at 5:30am ·

Retrace the steps of the stars of Mercy Street in Alexandria, and see what they thought of our city! (Spoiler alert: they thought it was extraordinary!)

#ExtraordinaryALX



Video: See the Cast of PBS' Mercy Street in Alexandria

Around Alexandria with Mary Elizabeth Winstead, Tara Summers, and Hannah

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A BLOG FOR ALL THINGS *Extraordinary* IN ALEXANDRIA, VA

THINGS TO DO FOOD & DRINK ARTS SHOPPING VISITALEXVA.COM



MOST ROMANTIC SPOTS IN ALEXANDRIA

February 12, 2015 - Posted by [Kelsey](#)

In Alexandria, love is in the air. It's also built into the architecture of our city, from the cobblestone streets and 18th century buildings to the historic waterfront, where many a romance has unfolded. Whether you're looking for a Valentine's Day date idea, a romantic weekend getaway or (shhh!) the best places to pop the question, ...

[LEARN MORE](#)

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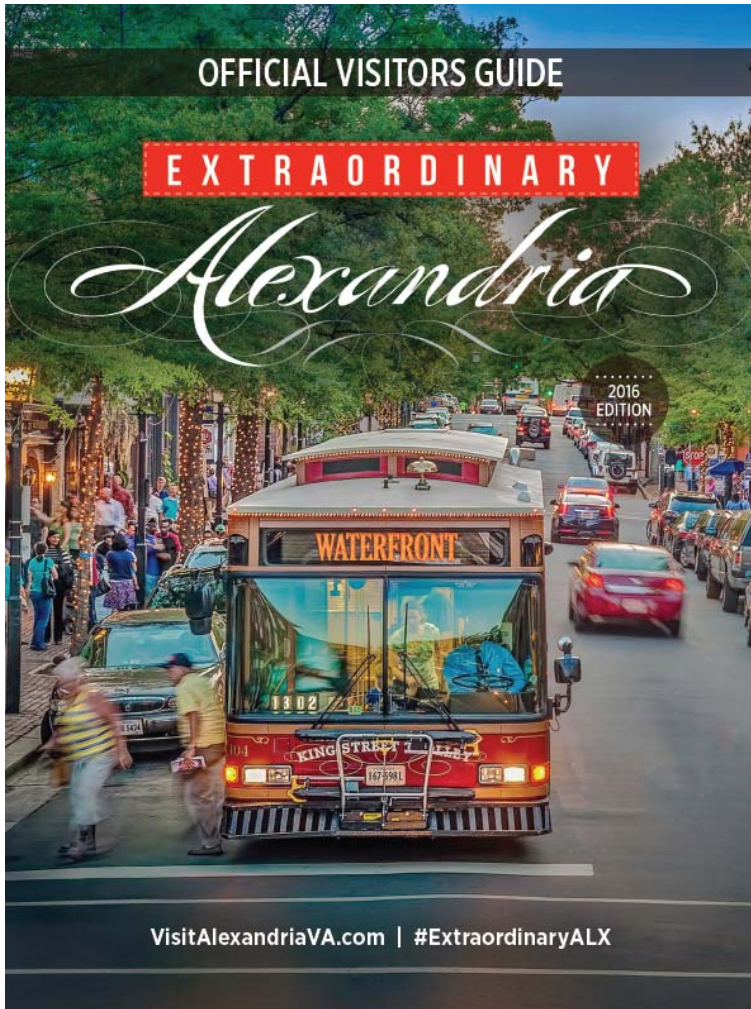
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**Explore the sites and stories
that inspired the series.**

★ A NEW PBS ORIGINAL SERIES ★

**MERCY
STREET**
PREMIERES SUN JAN 17 10/9c



Discover more than two dozen exhibits, tours and events.

Visit AlexandriaVA.com/MercyStreet









King Street :60 ad



https://www.youtube.com/watch?v=hFBSIq_EeJI

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